

## **Downloadable Software Guidelines**

Funmoods is committed to ethical standards for downloadable Downloadable Software Application ("Downloadable Software Application") and follows these guidelines:

- No Downloadable Software Application will be installed on an End User's computer unless prior End User's consent is granted.
- All Downloadable Software must be distributed with an End User license agreement (EULA) and privacy policy which shall be available for display to End User during the installation process.
- All collection of End User's personal data (including computer or Internet usage that can personally identify the user) shall be in accordance with the Downloadable Software Application privacy policy to which the End User has granted explicit consent. A software application privacy policy must have clear and accurate representation regarding the type of information which is being collected and the forms of collections and usage and sharing of such information when applicable.
- All Downloadable Software Application shall detail the name and contact information of its provider.
- No feature or functionality of the Downloadable Software Application will disable or uninstall or intentionally interfere with or modify the operation of other applications in the End User's computer or with any website without the End User's prior and informed consent.
- No Downloadable Software Application will interfere with End User's ability to change operating system or browser settings.
- All Downloadable Software Application shall be capable of being completely uninstalled from the End User's computer in a reasonable manner.
- End User shall be provided with an explicit clarification regarding its Downloadable Software Application and its core functionalities and features.
- All advertisement campaigns or solicitation of Downloadable Software Application download will be in compliance with CAN-SPAM Act of 2003 and shall not include any misleading or fraudulent representations.
- No advertisement will be displayed by the Downloadable Software Application unless it is clearly marked and identified as an advertisement originating from or by the Downloadable Software Application.
- No Downloadable Software Application or any content provided by the application shall: (a) infringe any third parties IP rights or right of privacy and publicity; (b) Contain or promote illegal, pornographic, obscene, racist, offensive or discriminatory material; (c) Contain harmful applications or components which intentionally create or exploit any security vulnerabilities in an End User's computer, including: viruses, spyware, malware, spamware and worms.

The implementation of these guidelines is part of Funmoods' efforts to comply with industry best standards. In case you believe that a Downloadable Software Application operates in a manner which contradicts with these guidelines, we would appreciate if you could contact us at [support@funmoods.com](mailto:support@funmoods.com) in order to we could take the necessary steps and investigate this matter.